

**Subject:** Weekly Brief for April 19th, 2017

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### Digital Memorial Tool

Between 2012-2016, Los Angeles lost 1030 lives due to traffic violence.

On Monday, Vision Zero Los Angeles launched a new [interactive map](#) that commemorates these lives and puts a face to the traffic fatalities we hear on the news everyday. The map identifies traffic fatalities by age, gender, and mode, indicating whether those killed were traveling by bike, car, or on foot. The interactive map gives users the option to explore fatalities in their own neighborhoods and to contribute to digital memorials.

The map is a result of a motion by Councilmember Paul Koretz directed at LADOT, to develop a digital map that could showcase various data layers showing death and injury relevant to their specific locations around the city. San Francisco also has a similar interactive [website](#).

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Pictured: Senior Transportation Engineer Brian Gallagher, Transportation Engineer Jeannie Shen, and Alfredo Chavez & Chris Torres of LADOT sign crew

### Redesigning for Starline Tours

LADOT is implementing a special pilot sign to address special needs of Starline Tours, without providing them any advertising on the sign. This type of sign can easily be modified in the future to accommodate all tour bus operators, and make the lives of tourists much simpler.

### And the Prize Goes To...

After much deliberation, the winners of Vision Zero Week's Selfie-Video Contest have been chosen. Two weeks ago, LADOT lead an effort to spread excitement and awareness about Vision Zero in house. As part of the programming, LADOT employees were encouraged to record themselves explaining the importance of Vision Zero and to announce that they would #TakethePledge to help end traffic deaths by 2025. Members of the Vision Zero Steering Committee were also invited to participate in the video contest, though only LADOT participants

were eligible for the grand prize: a brand new bicycle! Congratulations and thank you for taking the pledge!

First Place: Jacob Brothers and Mary Gligorov  
Prize: Adult Bike

Second Place: Vanessa Willis and Gigi  
Prize: Child's Bike

1st Honorable Mention: The Bureau of Engineering

2nd Honorable Mention: [LADOT Transit Service Center](#)

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